



APLU Innovation and Economic Prosperity (IEP) Universities Program – www.APLU.org/IEP

Why designation matters.

- Through a rigorous self-study process. Institutions collaborate with internal and external stakeholders to inventory, define and measure their economic engagement efforts holistically across:
 - Talent and workforce development
 - Innovation and technology-based economic development
 - Place development through social, cultural and community engagement.
- Visibility at the regional, state and national level through APLU and other leadership organizations, federal agencies, and policy audiences.
- A transformative process that engages internal and external university constituents in enhancing economic engagement efforts, building on accomplishments and planning for growth and improvement.

Designation is just a beginning.

Ongoing participation in the program will include:

- Capacity building annual workshops and meetings
- Peer engagement and learning
- Access to research data and results for benchmarking
- Visibility opportunities through national and international forums related to higher education economic engagement.

What designees are saying:

Clemson University's participation in the IEP university designation process led to a new vision for the type of organizational structure that will most effectively serve our efforts in the future.

- **Dr. Robert H. Jones**, Executive Vice President for Academic Affairs and Provost, Clemson University

Auburn University's designation is a tremendous honor. It provided us with a thorough internal review of our economic development and engagement activity, and enabled us to be both strategic and deliberate in planning for the future.

- **Dr. John M. Mason, Jr.**, Vice President for Research & Economic Development, Auburn University

Texas Tech University's recognition as an Innovation and Economic Prosperity university has allowed us to forge new partnerships with industry leaders and build upon existing relationships.

- **Dr. John Opperman**, Interim President, Texas Tech University

As described in our book, Land-grant Universities for the Future: Higher Education for the Public Good, the Kellogg Commission's Returning to Our Roots report, the Carnegie Classification for Community Engagement, and the Innovation & Economic Prosperity Universities designation created by APLU together have played a critical role in codifying how public and land-grant universities make significant intellectual and economic contributions to the well-being of our society and economy.

- **Gordon Gee**, President, West Virginia University and **Stephen M. Gavazzi**, Professor, The Ohio State University

What is university economic development?

In higher education, engagement in economic development means proactive institutional partnership with stakeholders. Partnerships pursue sustainable growth of the regional competitiveness and societal advancement. University engagement in economic development realizes individual, firm, community, and regional-to-global economic and social potential.

How it works.

- Rigorous self-study process
- Internal and external stakeholder engagement
- Examination of current successes in economic engagement
- Identification of areas for improvement
- Linking faculty, staff, and senior-level administrators across multiple departments to communicate and coordinate on a regular basis
- Connecting and sharing with peers nationwide

IEP University designees today.

- 60 universities+
- Student enrollments from about 13,000 to about 65,000
- Research enterprise from approximately \$30M to over \$1B annually
- Located in 30 U.S. states and Canada
- More than \$400,000 in federal research funding awarded by NSF and NIST to study IEP Universities
- IEP Universities have engaged in efforts to elevate the profile of the community on Capitol Hill, nationally and internationally

Which institutions are eligible?

- All institutions of higher education may earn APLU's IEP University designation.
- **APLU member institutions** should contact Shalin Jyotishi at sjyotishi@aplu.org.
- **Non-APLU member institutions** should contact Tim Hindes with the University Economic Development Association at tim.hindes@universityeda.org.